

TON Strategy Company Welcomes Coinbase's Launch of \$TON Trading Across Global Platforms

- \$TON spot trading begins November 18 on Coinbase International Exchange, Coinbase Advanced, and coinbase.com
- Expands global liquidity, institutional access, and price-discovery across the \$TON ecosystem
- Follows recent \$TON listings on Gemini, Robinhood, and Zengo, marking continued momentum across major platforms

LAS VEGAS--(BUSINESS WIRE)-- TON Strategy Company (NASDAQ: TONX), a digital asset treasury company dedicated to holding Toncoin (\$TON), today welcomed Coinbase Markets' announcement that \$TON spot trading will begin across Coinbase's retail, advanced, institutional, and international platforms.

Spot trading for \$TON goes live on 18 November, 2025, with the \$TON-USD trading pair opening on or after 9:00 a.m. PT, subject to liquidity conditions. \$TON will be available on coinbase.com, the Coinbase mobile app, and Coinbase Advanced, with institutional access supported directly through Coinbase Exchange.

The listings represent another step in expanding global access to \$TON, the native token of The Open Network (TON) – a high-throughput Layer-1 blockchain integrated with Telegram and designed to scale to more than a billion users. It also reflects growing institutional recognition of TON's trajectory and underscores the ecosystem's expansion across major global platforms.

"This is an encouraging development for the \$TON ecosystem," said Veronika Kapustina, Chief Executive Officer of TON Strategy Company. "Every new venue that lists \$TON broadens access, deepens liquidity, and helps accelerate adoption where demand is already strong. TON is a major Layer-1 with meaningful real-world usage, and greater market attention always felt inevitable. We look forward to seeing custody and staking support expand over time as well — both are important components of a fully developed market infrastructure."

Telegram's Mini App economy continues to grow rapidly, with more than one billion users able to transact, earn, save, and hold digital assets directly inside the messenger. TON enables users to move value globally through low-cost, near-instant payments; maintain on-chain digital identity; interact with a widening universe of mini-apps and services; and participate in a global marketplace without a separate exchange account.

Today's launch follows recent \$TON trading expansions on Gemini, Robinhood, and Zengo, marking continued momentum across major platforms and strengthening the global market infrastructure surrounding \$TON — from spot access to the building blocks of a deeper

institutional ecosystem.

Against this backdrop of growing international adoption, TON Strategy Company continues to advance its long-term strategy of providing transparent, regulated access to the \$TON ecosystem. The Company reported last week that, as of September 30, 2025, it held digital assets with a fair value of \$588.2 million, supported by \$53.9 million in cash and restricted cash. The treasury reached 217.8 million units of \$TON, generating 336,000 units in staking rewards during the quarter and producing \$707,000 in staking revenue through scaled validator operations. Total stockholders' equity rose to \$639.5 million, representing a book value of \$10.82 per share – underscoring the Company's disciplined execution, regulatory rigor, and commitment to delivering institutional-grade, long-only exposure to the TON ecosystem.

“As more regulated international exchanges support \$TON, we see a reinforcing loop between real-world usage inside Telegram and the market infrastructure surrounding the asset,” Ms. Kapustina added. “With a strong balance sheet and long-term treasury position, TONX is well aligned with that momentum – and we believe it reflects rising global confidence in \$TON's trajectory.”

About TON Strategy Company

TON Strategy Company (Nasdaq: TONX) is focused on the accumulation of \$TON – the native cryptocurrency of Telegram's billion-user platform – for long-term investment, whether acquired through deployment of proceeds from capital raising activity, staking rewards or via open market purchases. The Company aims to steadily expand its \$TON holdings, stake \$TON, and support the development of a tokenized economy inside Telegram.

In addition, the Company continues to operate legacy business units, including MARKET.live, a multi-vendor livestream shopping platform, and LyveCom, an AI-powered social commerce innovator that enables brands and merchants to deliver omnichannel livestream shopping experiences across websites, apps, and social platforms.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). All statements other than statements of historical fact contained in this press release should be considered forward-looking statements, including, but not limited to, statements regarding: our business and growth strategy; market adoption; the performance of our products and benefits to customers; our estimated total addressable market, serviceable available market, and serviceable obtainable market. Without limiting the foregoing, in some cases, you can identify forward-looking statements by terms such as “aim,” “anticipate,” “believe,” “can,” “continue,” “could,” “estimate,” “expect,” “forecast,” “goal,” “intend,” “may,” “might,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “target,” “will,” “would” or the negative of these terms or other similar expressions, although not all forward-looking statements contain these words.

Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to: our incursion of significant net losses and uncertainty whether we will achieve or maintain profitable operations; our ability to grow and compete in the future, and to execute our business strategy; our decision to implement a cryptocurrency treasury strategy, whereby we acquire Toncoin, the native cryptocurrency of The Open Network (“TON”) blockchain and our dependence on TON and Toncoin as a result of this strategy; our ability to maintain and expand our customer base and to convince our customers to increase the use of our services and/or platform; our financial results and the market price of our common stock may be affected by the price of Toncoin, and our Toncoin holdings will be less liquid than cash and cash equivalents; changes in the broader digital asset regulatory landscape and as it relates to TON and Toncoin and our failure to comply with applicable regulatory requirements and risks related to any actions we may take to prevent or correct such failure; the availability of opportunities to stake Toncoin; the competitive market in which we operate; our ability to increase the number of our strategic relationships or grow the revenues received from our current strategic relationships; our ability to develop existing services or acceptable new services that keep pace with technological developments; our ability to successfully launch new product platforms, including MARKET.live, the rate of adoption of these platforms and the revenue generated from these platforms; our ability to deliver our services, as we depend on third party providers; our ability to attract and retain qualified management personnel; our susceptibility to cybersecurity incidents and other disruptions, particularly as it relates to our holdings of Toncoin; our ability to maintain compliance with the listing requirements of the Nasdaq Capital Market; the impact of, and our ability to operate our business and effectively manage our growth under evolving and uncertain global economic, political, and social trends, including legislation banning or otherwise hampering the digital asset landscape, inflation, rising interest rates, and recessionary concerns; and other important factors discussed in the section entitled “Risk Factors” in our Annual Report on Form 10-K for the fiscal year ended December 31, 2024 and our Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2025, as any such factors may be updated from time to time in our other filings with the SEC, including, but not limited to our Quarterly Report on Form 10-Q for the quarterly period ended September 30, 2025, which are accessible on the SEC’s website at www.sec.gov and our Investor Relations page on our website at <https://ir.tonstrat.com>.

Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. The forward-looking statements in this press release are based on information available to us as of the date hereof, and we disclaim any obligation to update any forward-looking statements, except as required by law. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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Source: TON Strategy Company